IN THE CLAIMS

What is claimed is:

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A method for transferring an image to a colored substrate, comprising:

providing an image transfer sheet comprising a release layer and an
image-imparting layer that comprises a polymer wherein one
more of the image-imparting layer and the release layer
comprise titanium oxide or other white pigment or
luminescent pigment;

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contacting the image transfer sheet to the colored substrate; and applying heat to the image transfer sheet so that an image is transferred from the image transfer sheet to the colored substrate that comprises a substantially white background or luminescent background and indicia.

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- 2. The method of claim 1 wherein the colored substrate is a fabric.
- 3. The method of claim 1 wherein the substrate is black.

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- 4. The method of claim 1 wherein the release layer is impregnated with titanium oxide or other white pigment or luminescent material.
- 5. The method of claim 1 wherein the image imparting layer is impregnated with titanium oxide or other white pigment or luminescent material.
 - 6. The method of claim 1 wherein the polymer of the image-imparting layer encapsulates the titanium oxide or other white pigment and indicia and transfers the titanium oxide or other white pigment and indicia to the colored substrate.

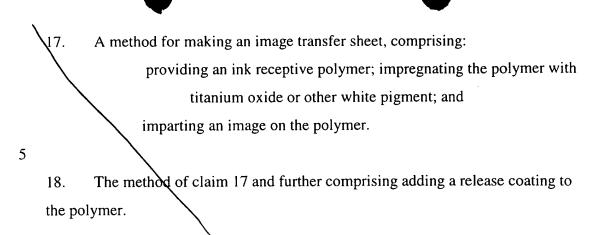
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- 7. An image transfer sheet, comprising:

 a release layer; and
 a polymer layer wherein one or more of the release layer and the polymer layer comprise titanium oxide or other white pigment.
- 8. The image transfer sheet of claim 7 wherein the release layer is impregnated with titanium oxide or other white pigment.
- 10 9. The image transfer sheet of claim 7 wherein the polymer layer is comprised of titanium oxide or other white pigment.
 - 10. The image transfer layer of claim 7 wherein the polymer layer comprises polypropylene.
 - 11. The image transfer layer of claim 7 wherein the polymer layer comprises polyester or polyamide or a mixture of polyester and polyamide.
 - 12. A kit comprising the image transfer sheet of claim 7 and a colored fabric.
 - 13. The kit of claim 12 wherein the colored fabric is an article of clothing.
 - 14. The kit of claim 13 wherein the article of clothing is a T-shirt.
- 25 15. The image transfer sheet of claim 7 wherein the polymer layer is a polyamide.
 - 16. The image transfer sheet of claim 7 wherein the polymer comprises LDPE, EAA, EVA, MAEA, nylon or mixtures of these polymers or polyamide.



19. The method of claim N wherein the image is imparted by ink jet printing.

20. The method of claim 17 wherein the titanium oxide or other white pigment provides a background.